



WP9 – Impact

D9.2.2 Workshop II

Deliverable Lead: DW

Contributing Partners: ALL

Delivery Date: 2016-10

Dissemination Level: Confidential

Final

This deliverable reports on the Industrial Workshop organised by the SAM consortium, including information about goals, the associated MESA Europe events, SAM workshop activities and demos as well as related dissemination activities.



Document Status	
Deliverable Lead	DW
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Type	Deliverable
Work Package	WP9: Impact
ID	D9.2.2: Workshop II
Due Date	10.2016
Delivery Date	10.2016
Status	Final

Document History	
Versions	V0.1: DW Initial document structure V0.2: DW Edited version for first internal review V0.3: UA Version after first internal review V0.4: DW Edited version for second internal review V0.5: BDS Version after second internal review V0.6: DW Final version for co-ordinator review V0.7: TIE Final version for submission
Contributions	DW/BDS: Initiation, Conceptual design, dissemination and planning/management BDS/TIE/UA/DW: SAM presentation at workshop DW: User, production and consumption focused demonstrations TPVI/ASC/NTUA/UOR: Demonstration of SAM Platform

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Executive Summary

The purpose of this deliverable is to report on Workshop II, the SAM “Industrial Workshop”, which has been organised as part of task T9.2 “Generic Promotion, Materials and Workshops”. The SAM Industrial Workshop was held alongside two consecutive MESA Europe events in London on 6th and 7th September 2016. It consisted of two parts: 1. The Metadata Workshop on the topic “Access All Devices” and 2. The SAM Exhibition at the Transforming Home Entertainment Summit.

The SAM Industrial Workshop featured a set of diverse activities across the two events, which are described in this report. SAM’s key goals were achieved:

- To showcase SAM project results to a media industry audience with a live SAM Platform and user related demonstration
- To inform about underlying solutions and business issues via presentations, discussion contributions, one-to-one networking and dissemination materials/activities
- To reach awareness of SAM solutions among a large audience at both events and via mentions in newsletters related to the events
- To conduct networking and generate contacts for SAM exploitation activities

Apart from networking contacts, a key result of the Industrial Workshop is the potentially increased awareness of the SAM Project and its results among this focused media and entertainment industry audience.

This deliverable describes the events, SAM activities and related dissemination work/materials:

- Section 1 introduces the deliverable and the SAM Industrial Workshop
- Section 2 describes the Metadata Workshop and SAM activities
- Section 3 describes the SAM exhibition at the Entertainment Summit
- Section 4 provides a summary and overall conclusions

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1 Introduction

SAM – Dynamic Social and Media Content Syndication for 2nd Screen – is a project funded by the Seventh Framework Programme of the European Commission under Grant Agreement No. 611312. It provides a content delivery platform for syndicated data to be consumed in a contextualised social way through 2nd Screen devices.

1.1 SAM Project Overview

Today's generation of Internet-connected devices has changed the way users are interacting with media, shifting their role from being passive and unidirectional to proactive and interactive. Under this new role, users are able to comment on or rate a TV show and search for related information regarding characters, facts or personalities. They do this both with friends and wider social communities through the so called "2nd Screen".

Another coupled phenomenon is "Content Syndication" which is a field of marketing where digital content is created once and delivered to many different marketing channels (devices, Social Media channels, websites and stakeholders), thus allowing efficient content control, delivery, and feedback.

However, the 2nd Screen phenomenon has grown in a disorderly way. Tools from media provider companies (e.g. mobile or tablet apps) limit outreach and, as a result, hinder the targeted outcome of stimulating and feeding users with relevant contextual syndicated information. European enterprises wishing to provide services have limited potential to receive feedback, which restricts the business intelligence that can be extracted and applied, therefore to profit from and enrich this market.

SAM will change this disorder by developing an advanced Social Media delivery platform based on 2nd Screen and Content Syndication within a Social Media context. This is achieved by providing open and standardised ways of characterising, discovering and syndicating media assets interactively. Users will be able to consume and prosume digital assets from different syndicated sources and different synchronised devices (e.g. connected TVs), thus creating richer experiences around the original media assets.

The innovation behind SAM allows the data to reach the users through the syndication approach and their 2nd Screen rather than the user having to search for the data manually. This is based on the creation of dynamic social communities related to the user and digital asset context (e.g. profiles, preferences and devices connected). These are dynamic hangouts where people share interests, socialise and build virtual communities. SAM will enable syndication of comments, ratings, facts, recommendations and new information that will enrich and energise the community as well as enhance personalised knowledge and satisfaction.

1.2 Deliverable Purpose, Scope and Context

1.2.1 Document Purpose and Related Workplan Task

The purpose of this deliverable is to report on the "SAM Industrial Workshop" organised as part of the dissemination activities programme in task T9.2 "Generic Promotion, Materials and Workshops". As stated in the DoW, one of this task's objectives is to organise two

different workshops which may take place during a larger conference and aim to promote the SAM concepts and results. Workshop I, the “SAM Scientific Workshop”, has taken place in the previous year, coordinated and produced by partner UA. It was described in D9.2.1 (December 2015).

1.2.2 About the SAM Industrial Workshop

Workshop II, the “SAM Industrial Workshop”, is a more industry oriented workshop. It was held alongside two consecutive MESA Europe events in London on 6th and 7th September 2016:

1. The **Metadata Workshop** based on the theme “Access All Devices”, held at the DoubleTree By Hilton Hotel in Bloomsbury, London, UK
2. The **Entertainment Summit** in association with the BASE Category Showcase, held at the Picture House Central in Piccadilly, London, UK

MESA is the Media and Entertainment Services Alliance¹ and BASE is the British Association of Screen Entertainment².

The goal was to showcase final SAM project results to a media industry audience and to inform about underlying solutions and business issues via presentations, discussion contributions, one-to-one networking and dissemination activities.

The realisation of the Industrial Workshop has been a team effort, involving all partners in SAM.

1.3 Document Status and Target Audience

Deliverable D9.2.2 is listed in the DoW as “public”. It provides top-level information about how the SAM project demonstrated final project results at media industry events. The document also serves the project’s review process.

1.4 Abbreviations and Glossary

A definition of common terms and roles related to the realisation of SAM as well as a list of abbreviations is available in the SAM Glossary.

Further information can be found at

<http://wiki.socialisingaroundmedia.com/index.php/Glossary>

1.5 Document Structure

This deliverable is broken down into the following sections:

- **Section 1 (Introduction):** An introduction for this deliverable, a definition of the SAM “Industrial Workshop” and outline of the document’s purpose, scope and target audience.

¹ www.mesaurope.org

² www.baseorg.uk

- **Section 2 (Part 1: Metadata Workshop):** A description of SAM activities related to the first part of the SAM Industrial Workshop – the Metadata Workshop on 6th September 2016 in London
- **Section 3 (Part 2: Entertainment Summit):** A description of SAM activities related to the second part of the SAM Industrial Workshop – the SAM exhibition at the Entertainment Summit on 7th September 2016 in London.
- **Section 4 (Conclusion):** Provides a summary and the conclusions related to the two SAM Industrial Workshops and this document.

1.6 External Annexes and Supporting Documents

There are no external annexes and supporting documents.

2 Metadata Workshop “Accessing All Devices”

2.1 Introduction and Goals

This section describes the first and main part of the SAM Industrial Workshop: SAM’s participation in the MESA Europe Metadata Workshop themed “*Metadata Madness*”, which was conducted in the DoubleTree by Hilton Hotel in London on 6 September 2016. The second part is the exhibition of SAM results at the Entertainment Summit in London on the following day (for more details see chapter 3).

It was the goal of this activity to showcase final SAM project results to a high profile media industry audience and to inform about solutions and business issues via presentations, discussion contributions, one-to-one networking and dissemination.

2.2 Summary Description

The MESA Europe Metadata Workshop featured two presentations, active group work in “Round Table Working Groups”, joint results collection and reporting, hands-on technology demos and conversations in lunch/coffee breaks, during table discussions and the networking drinks that concluded the event.

The SAM project hosted one of two Round Table Working Groups on “Identifying the Metadata Needs and Challenges in a Multi-Device Multi-Platform Environment”, which was followed by a four-part presentation by four SAM partners: TIE, BDS, UA and DW (see section 2.41). In a dedicated area SAM provided a live demonstration of the SAM platform, other project concepts, components and results. The SAM team actively shared knowledge about the SAM solution and related business issues during group work, one-to-one discussions and results collection.

2.3 Audience

The attendees of the workshop are members of the Media and Entertainment Alliance Europe as well as other industry guests. MESA Europe is a strategy and networking association focused on maximising opportunities for the entertainment and content sector worldwide. Attendees of the Metadata Workshop included senior staff from major companies from the media, entertainment and metadata sectors (e.g. BBC Worldwide, Microsoft, Rovi, Technicolor, Twenty Century Fox, Warner Bros., Movielabs, Sony Picture Entertainment, MovieZine and Zoo Digital).

2.4 Description of SAM Activities

2.4.1 The SAM Presentation

The SAM presentation titled “*Presentation of SAM Project Results*” was given in four parts by different SAM partners (TIE, BDS, UA and DW). Each part represented a different perspective of the SAM Project:

- TIE Kinetix (TIE), presented the overall SAM Vision and SAM Platform Solution delivered at the end of the project.

- West10 Entertainment (BDS), spoke about Metadata Opportunities delivered by SAM
- University of Alicante (UA), explained the metadata science behind the SAM solution
- Deutsche Welle (DW), presented Media related opportunities delivered by SAM and the enhancement of videos

2.4.2 SAM Round Table Working Group and Contributions

The SAM team members contributed during the SAM Round Table Working Groups on “Identifying the Metadata Needs and Challenges in a Multi-Device Multi-Platform Environment”. They equally participated in the other Round Table Working Group on “Best Practice and Business Solutions that will Help Future Needs” as well as other discussions throughout the event.

2.4.3 The SAM Platform Live Demonstration

The SAM Platform demonstration was a core activity at the Metadata Workshop, situated in the general networking space. The SAM Platform live demonstration showed three different Second Screen Experiences produced by SAM on the first screen (DW Primary Video) and mobile devices (Related Content and Communities): 1. *Extinction of the Bees*, 2. *Mads Mikkelsen the Danish Actor* and 3. *Tim Burton the Film Producer*.

This enabled the showcasing of diverse aspects of SAM results, such as the underlying SAM Platform Infrastructure, the SAM App, the First Screen and the Second Screen Content/Interface.

2.4.4 The User Demonstration Area

In addition and next to the SAM Platform demonstration were two tables showing user partner related aspects of SAM. User partners DW and BDS showed and explained the SAM production tools, metadata management aspects and other features relevant for professional end users in media companies.

BDS explained metadata relationships in SAM with the help of a clickable linked data showcase. DW provided a screencast of the process for producing Second Screen Experiences, a PowerPoint Illustration of the Wireframes for the final SAM Second Screen Interface and a general presentation outlining business and production aspects related to enhanced videos with SAM.

2.5 Dissemination Activities

Dissemination of SAM project results and information about the SAM project/solution was a key part of the Metadata Workshop. This included advance information about SAM's presence at the Metadata Workshop in newsletters and web pages from MESA Europe. Further information was distributed ahead of the event via SAM's own communication channel Twitter as well as an article on DW's Innovation Blog. On the day of the workshop, each Metadata Workshop participant was informed about SAM's demonstration area at the event by receiving an information leaflet in their registration pack.

3 SAM Exhibition at the Entertainment Summit

3.1 Introduction and Goals

This section describes the second part of the SAM Industrial Workshop: The SAM exhibition and demonstration at the *"Transforming Home Entertainment Summit"*, which took place at Picture House Central in London, Piccadilly Circus, on 7th September 2016. SAM was one of three exhibitors at this industry event with large number of attendees from the media and entertainment industry.

It was the goal to showcase final SAM project results to a high profile media industry audience, to inform about solutions and business issues via one-to-one discussions and to achieve awareness of the SAM project among this audience. This was achieved by providing 1:1 demonstrations of the SAM Platform in a dedicated area, located within the general networking space of the event, as well as dissemination activities.

3.2 Summary Description

The "Transforming Home Entertainment Summit" is an annual entertainment industry event. It draws on insights from senior executives to provide information about opportunities across new media products and technologies as well as responding to the evolving needs of the market. At this year's event the British Association of Screen Entertainment revealed the latest in consumer trends and showcased new content.

The Entertainment Summit featured presentations and panel discussions. Speakers were senior level executives from across Retail, Broadcast and Video from BBC Worldwide, Twentieth Century Fox, Sky, Sony Pictures Home Entertainment, NBC Universal, ITV, Sony Corporation, Google, Samsung Electronics, Ampere Analysis and The Digital Entertainment Group. Both the digital and physical elements of the business were covered, also retail initiatives and both commercial and technology-led developments.

3.3 Audience

The Entertainment Summit presented a suitable international media and broadcast audience as well as senior networking and exploitation opportunities for SAM. Attendees belonged to large television and entertainment companies, for example StudioCanal, Sky, EIDR, Dolby, DEG (Digital Entertainment Group), BBC Worldwide, ITV, NBC Universal, Sony Corporation or Google, and other organisations.

The "Transforming Home Entertainment Summit" was hosted by MESA Europe in association with the BASE Category Showcase.

3.4 Description of SAM Activities

The SAM Project exhibited at the Entertainment Summit in a dedicated area in a large networking room in which most participants convened after registration, for lunch/coffee breaks and "networking drinks" at the end of the conference.

The SAM exhibition entailed the same components/format as provided at the Metadata Workshop the previous day: 1) a live demonstration of the SAM Platform and 2) a user

related demonstration area.

The SAM Platform live demonstration showed three different Second Screen Experiences produced by SAM, enabling the showcasing of diverse aspects of SAM results.

The user demonstration area covered results, concepts and business issues related to professional media users of SAM. BDS and DW explained metadata solutions, SAM production tools/processes and the new SAM Second Screen Interface.

In addition to giving demonstrations and conducting related conversations, there were opportunities for SAM team members to conduct exploitation oriented networking.

3.5 Dissemination Activities

The SAM exhibition was supported with dissemination materials/activities. Each of the participants received information about the SAM project and the demo area in their registration pack. The SAM Logo and a SAM related message was featured on the event's programme. The welcome presentation by the CEO of MESA Europe to all event attendees included a specific mention of the SAM project with reference to the demonstration area. The SAM team also published Tweets related to the event.

4 Summary and Conclusion

This deliverable reported on the “SAM Industrial Workshop” (Workshop II), which has been organised in task T9.2 “Generic Promotion, Materials and Workshops”. The SAM Industrial Workshop was held alongside two consecutive MESA Europe events in London on 6th and 7th September 2016. It consisted of two parts: 1. The Metadata Workshop on the topic “Access All Devices” and 2. The SAM Exhibition at the Transforming Home Entertainment Summit.

With a set of diverse activities across the two events the SAM Industrial Workshop achieved its main goals and exceeded the objective specified in the SAM DoW for a workshop with 30-50 participants (B1.1.7 Metrics / Objective 14).

- To showcase final SAM project results to a high profile media industry audience with a live SAM Platform and user related demonstration
- To inform about underlying solutions and business issues via presentations, discussion contributions, one-to-one networking and dissemination materials/activities
- To reach higher awareness of SAM solutions among a large audience at both events and via mentions in MESA-related public relations activities
- To conduct networking and generate contacts for SAM exploitation activities.

Apart from networking contacts, a key result of the Industrial Workshop is the potentially increased awareness of the SAM Project and its results among this large audience.